



WPTV

## ORDER

Print Date 10/15/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 314667 /

Original Date / Revision  
10/12/12 10/15/12

Advertiser Nelson / Democrat / Senate

Agency Abar Hutton Media

Buying Contact

6190 Grovedale Court - Suite 200  
Alexandria, VA 22310

Product

Bill Nelson for Senate

Agency Com 15%

Billing Contact

6190 Grovedale Court - Suite 200  
Alexandria, VA 22310

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 628

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	29	\$22,673.75	\$26,675.00	0.00
Totals	29	\$22,673.75	\$26,675.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	29	\$22,673.75	\$26,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WPTV	10/30/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	11111--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/30/12	11/05/12	11111--		5		\$950.00		0.00					
E 2	WPTV	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-1---	:30	3	\$475.00	P-1	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/30/12	11/05/12	11-1---		3		\$475.00		0.00					
E 3	WPTV	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	---11--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00



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Contract / Revision    **314667**    Flight Dates **10/30/12-11/06/12**

Hiatus Dates

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Order Sep    00:20:00

Advertiser    **Nelson / Democrat / Senate**    Product **Bill Nelson for Senate**

Estimate #    **628**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WPTV	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	--- 11--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--- 11--					2	\$350.00		0.00			
E 4	WPTV	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	-- 1----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-- 1----					1	\$3,000.00		0.00			
E 5	WPTV	10/30/12	11/05/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	----- 1	:30	1	\$2,750.00	P-1	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	----- 1					1	\$2,750.00		0.00			
E 7	WPTV	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11- 11--	:30	4	\$475.00	P-1	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11- 11--					4	\$475.00		0.00			
E 8	WPTV	10/30/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	1- 1----	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1- 1----					2	\$900.00		0.00			
E 9	WPTV	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1-----					1	\$1,600.00		0.00			
E 10	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1-----					1	\$1,600.00		0.00			
E 11	WPTV	10/30/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	--- 1---	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--- 1---					1	\$1,800.00		0.00			
E 12	WPTV	10/30/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-- 1----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-- 1----					1	\$1,400.00		0.00			
E 13	WPTV	10/30/12	11/05/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	-- 111--	:30	3	\$175.00	P-1	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-- 111--					3	\$175.00		0.00			
E 14	WPTV	10/30/12	11/05/12	Sa 8-10a Sa 8-10a	CM	8-10a	----- S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	----- S-					1	\$725.00		0.00			
E 15	WPTV	10/30/12	11/05/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	----- S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	----- S-					1	\$1,400.00		0.00			
E 16	WPTV	10/30/12	11/05/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	----- S-	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	----- S-					1	\$950.00		0.00			



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Advertiser    **Nelson / Democrat / Senate**    Product **Bill Nelson for Senate**

Estimate #    **628**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WPTV	10/30/12	11/05/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S-					1	\$950.00		0.00			
N 17	WPTV	10/30/12	11/05/12	M-F 11-12n M-F 11-12n	CM	11a-12p	1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	1-----					1	\$350.00		0.00			
Totals														29	\$26,675.00